

Application Serial No.: 09/898,164
Attorney Docket No.: 0260123

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List of Claims:

Claim 1 (Previously Presented): A method for providing incentive to a user to receive information, the method comprising:

providing a programming broadcast signal to a broadcast receiving appliance;

providing a token embedded in an audio signal of the programming broadcast signal;

receiving, by the broadcast receiving appliance, the token embedded in the audio signal of the programming broadcast signal;

emitting, by the broadcast receiving appliance, the audio signal including the token from the broadcast receiving appliance, wherein the token is emitted outside of a normal hearing frequency range of an acoustic spectrum of the audio signal;

providing a token capture device configured to receive the token during the emitting of the programming; and

providing an incentive for using the token capture device to receive the token.

Claim 2 (Original): The method according to claim 1, wherein the token capture device is further configured to process the token.

Claim 3 (Cancelled)

Claim 4 (Original): The method according to claim 1, wherein the programming broadcast signal embodies a television broadcast.

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Claims 5-7 (Canceled)

Claim 8 (Original): The method according to claim 1, wherein the programming broadcast signal embodies a radio broadcast.

Claim 9 (Canceled)

Claim 10 (Original): The method according to claim 1, wherein the incentive comprises providing a reward in exchange for redemption of a token capture device having indication thereon of a received token signal.

Claim 11 (Original): The method of claim 1, wherein the information is advertising.

Claim 12 (Original): The method according to claim 10, further comprising collecting personal information from a person during the redemption of the token capture device.

Claim 13 (Original): The method according to claim 12, further comprising: storing the collected personal information; and
using the stored collected personal information in a demographic analysis.

Claims 14-37 (Canceled)

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Claim 38 (Previously Presented): A system for providing incentive to receive advertising using a token associated with a broadcast signal, the system comprising:

- a broadcast receiving appliance operable to receive the broadcast signal including a token, wherein the token is embedded in an audio signal of the broadcast signal;
- a broadcast receiving appliance operable to emit the audio signal including the token;
- a token capture device configured to receive the token emitted from the broadcast receiving appliance outside of a normal hearing frequency range of an acoustic spectrum of the audio signal;
- a means for providing incentive to a token capture device user to cause the token capture device to receive the token signal.

Claim 39 (Original): The system according to claim 38 wherein the incentive comprises allowing redemption of a token capture device having indication thereon of a received token.

Claim 40 (Original): The system according to claim 39 wherein the redemption comprises exchange of the token capture device having indication thereon of the received token for a prize.

Claim 41 (Original): The system according to claim 38 wherein the broadcast signal comprises an advertisement.

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Claim 42 (Original): The system according to claim 38 wherein the broadcast signal embodies a television program.

Claim 43 (Original): The system according to claim 38 wherein the broadcast signal embodies a motion picture film.

Claim 44 (Original): The system according to claim 38 wherein the broadcast signal embodies a radio program.

Claim 45 (Original): The system according to claim 38 wherein the broadcast signal embodies a computer software program.

Claims 46-57 (Canceled)

Claim 58 (Previously Presented): A method for providing an incentive to a user to receive information, the method comprising:

receiving a programming broadcast signal;

receiving a token as part of the programming broadcast signal, wherein the token provides the incentive, and wherein the token is embedded in an audio signal of the programming broadcast signal; and

emitting an audio signal including the token outside of a normal hearing frequency range of an acoustic spectrum of the audio signal.

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Claims 59-60 (Cancelled)

Claim 61 (Previously Presented): The method of claim 58, wherein the programming broadcast signal includes a television broadcast.

Claims 62-64 (Cancelled)

Claim 65 (Previously Presented): A broadcast receiving system for providing an incentive to a user to receive information, the broadcast receiving system comprising:

- a receiver operable to receive a programming broadcast signal including a token embedded in the audio signal of the programming broadcast signal, wherein the token provides the incentive; and
- a transmitter operable to emit the audio signal including the token outside of a normal hearing frequency range of an acoustic spectrum of the audio signal.

Claims 66-67 (Cancelled)

Claim 68 (Previously Presented): The broadcast receiving system of claim 65, wherein the programming broadcast signal includes a television broadcast.

Claims 69-72 (Cancelled)